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Adults Audience

PROFILE (MRI DOUBLEBASE 2017)

ADULTS	PEOPLE EN ESPAÑOL
TOTAL AUDIENCE (000)	7,044
Female	4,390
Male	2,653
Median age	40.7
Age 18-34	2,551
Age 25-34	1,488
Married	3,390
Own home	2,845
Moms	2,913
Have children	4,389
Kids < 6yrs.	2,210
Kids 6-17 years	3,624
Average HH size	4.0
Attend/grad college+	2,447
Employed	4,322
Median HHI	\$40,240
HHI \$50,000+	2,556
HHI \$75,000+	1,215